

Alabama Medicaid Agency  
Preferred Drug List Program  
Manufacturers Marketing Information Sheet

The Alabama Medicaid Agency encourages the distribution of educational materials for products on the Agency's Preferred Drug List to physicians and pharmacists. The following are suggested guidelines for the development of the educational materials.

The forms of educational materials for product-specific agents may include, but are not limited to, the following:

- Sample Stickers
- Pamphlets
- Shelf Talkers
- Product Information Sheets/Brochures
- Mailings
- Faxings

Educational materials referring to the Medicaid Preferred Drug List should contain Medicaid approved verbiage as suggested below:

- On Alabama Medicaid's Preferred Drug List
- On Alabama Medicaid's PDL
- Now on Alabama Medicaid's PDL
- Now on Alabama Medicaid's Preferred Drug List
- PDL Agent – Alabama Medicaid
- Alabama Medicaid PDL Agent

If other verbiage is to be used, Medicaid will gladly review it for appropriateness. Requests may be submitted *30 days* in advance of use to:

Robin Rawls  
Associate Director, Research and Development  
Alabama Medicaid Agency  
P. O. Box 5624  
Montgomery, AL, 36103-5624  
Phone: (334) 353-9363  
Email: [rrawls@medicaid.state.al.us](mailto:rrawls@medicaid.state.al.us)

If a manufacturer intends to produce an educational brochure for a particular disease state, the Medicaid Agency encourages the manufacturer to address the drug class as a whole instead of product specific. (Example: An educational brochure on diabetes should address the use of insulin as a therapy instead of naming a particular brand.)

Approval on the format of any educational materials is optional. However, if approval is desired, requests should be sent to Robin Rawls at the above address, or by email.